

Case Study: UK Retailer - Strategic Negotiation Development Project

Project overview

As part of the collaboration between Scotwork and a UK retailer, initial A.N.S. negotiation training was delivered, which helped to uncover a key strategic development challenge and opportunity. Specifically, the way in which a price comparison and price-matching initiative affected new and existing supplier contracts and agreements.

To address this, there was targeted engagement with individual category leads to ensure alignment and drive successful implementation. A bespoke solution was then developed to close critical capability gaps identified during the process. Importantly, the approach was designed to be accessible and effective for participants at different levels of experience, ensuring broad impact across the organisation.

IDENTIFYING THE STRATEGIC CHALLENGE

- Price comparison/matching emerged as a critical commercial issue affecting supplier agreements and contracts
- Required a deeper understanding of internal pressures and market expectations
- Strengthening teams' strategic negotiation skills to ensure more effective supplier engagement and contract management in support of the new strategic direction.

DISCOVERY PHASE

- Engagement with individual category leads in identifying specific challenges and goals
- Participants split into cross-functional teams
- Discovery Sessions were used to capture insights, pain points, and examples, which facilitated a deep dive into negotiation challenges
- Clear themes and capability gaps identified

KEY INSIGHTS GATHERED

- Variability in approach to price matching conversations
- Lack of confidence in managing tension with suppliers
- Need for alignment of strategic approach
- Desire for practical tools and techniques to handle negotiation complexity
- Different levels of experience and expertise within the teams
- The need for an experienced team capable of delivering group-specific guidance aligned with the themes that surfaced during the session.

Solution

LEARNING JOURNEY SUMMARY



BESPOKE WORKSHOPS

- Tailored modules built from discovery insights from the category leads
- Scenario-based simulations to support experiential learning
- Focus on price-matching frameworks, strategy, and role clarity
- Ensured immediate relevance to the retailer's commercial environment
- Rehearsal of opening statements, discovery and effective proposal making
- Safe testing of responses to supplier pushback
- Peer review, reflection and shared learning encouraged
- Confidence built through practice, feedback and learning loops

Results

POST-COURSE REVIEW & EMBEDDING

- Follow-up enablement sessions to reinforce tools and behaviours
- Space for participants to reflect on the application and challenges
- Manager engagement to support real-world implementation
- Closed the loop, ensuring the learning translated into performance

OUTPUT

- Deliverable negotiating plans/ strategies tailored to each supplier
- Growing archive of ways to create and trade value
- Experienced team to offer specific advice for every group, tailored to the emerging themes on the day
- Encouragement of group work and coaching

ROI SURVEY RESULTS:

130 participants trained through the bespoke workshop project

£415,000 identified in savings within the first 90-day post-course

94% said their negotiation skills have improved post-development project

98% said they feel more in control of their negotiations